



# THE BULLETIN

## Overseas Press Club of America

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March 6, 1954

### JOHN D. ROCKEFELLER III BOOSTS FUND DRIVE; BUILDERS PREPARE TO REMODEL NEW CLUBHOUSE

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A \$5,000 contribution from John D. Rockefeller gave the Memorial Building Fund Drive a big boost to near the \$250,000 mark this week as builders prepared to start work on remodeling the Memorial Press Center at 35 East 39th Street.

In announcing the largest single contribution to the Building Fund in several months, President J. CLIFFORD STARK said, "Mr. Rockefeller's generous gift was intended to give a final push to the Fund Drive to enable the Club to meet the heavy expenses of remodeling, furnishing and equipping the new Clubhouse without delay."

Accompanying his check to President STARK was a letter from Mr. Rockefeller in which he stated, "As the importance of New York City's international position increases, it is essential that professional people of different nationalities have opportunities of getting together for informal interchange on subjects of common interest. As I understand it, the Overseas Press Club will be able more effectively to fill this very necessary role in the field of journalism with the construction of its Memorial Building.

"Under these circumstances it is a particular satisfaction to contribute toward the building fund. Herewith I enclose my check for \$5,000 drawn to the order of the Overseas Press Club Memorial Fund.

"With every best wish for the success of this important project, I am, Sincerely, John D. Rockefeller III."

This contribution, President STARK said, "is especially important and appreciated at this time as we have obligated a large portion of the building fund for the actual remodeling of the building. It enables us to move on with a reasonably safe margin

(Continued on Page 2)

## EUROPE BOUND?

**"THE PRESIDENT"**—deluxe transatlantic service in luxurious double-decked "Strato" Clippers. Lower-deck lounge. Meals by *Maxim's of Paris*. Berths available at modest charge.

**"THE RAINBOW"**—thrifty Clipper® tourist service in million-dollar aircraft... yes, the 300-mph Super-6 Clippers used on *The Rainbow* were specially designed and built for this popular service!

\*Trade Mark, Reg. U.S. Pat. Off.



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(Continued from Page 1)

to the next big phase of furnishing and equipping the building.

"The next few weeks are important in this connection and it is hoped that Members will redouble their efforts in this period. The more successful we are in our present efforts to get a large part of the equipment and furnishings contributed, the less urgent will be our need for additional cash. This, too, is a project on which we would like the assistance of Members. (Please contact Manager James Foley for our requirements.)"

Mr. Rockefeller is the third Rockefeller brother to make a substantial contribution to the Building Fund. Earlier contributors were Nelson and Winthrop Rockefeller.

Meanwhile, the last legal formalities are being cleared away at weekend for the formal award of the construction contract. The contractor was ready to start work immediately and rush the project to completion in about four months.

William Zeckendorf, noted real estate operator and the Club's real estate adviser, whose staff developed the final plans resulting in a substantial saving in costs, again assured the Club of continued assistance and supervision on the project until its completion.

In a letter to Past President and Correspondents Fund President WILLIAM P. GRAY, Mr. Zeckendorf said, "It is a matter of great satisfaction to us to have been of some help, however small, to such a wonderful organization that has done so much for our country. Please be assured that we will continue to follow through on this project until such time as it is fully consummated."

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When Sydney Gruson of the New York Times was expelled from Guatemala, NBC-TV's "Today" program reported Gruson's "in-person" story over the network before his own paper could print it. CLIFF EVANS called NBC's Mexico City bureau chief JOHN WILHELM, asked him to line up Gruson for a telephone interview. Gruson then, via long-distance phone, then told details of how he had been booted from the Central American State. And, as Gruson spoke, NBC in New York was tape-recording him for broadcast shortly thereafter ... RALPH T. HARTELL is new account executive over at Bermingham, Castleman & Pierce, Inc. ... New York Times publisher ARTHUR HAYS SULZBERGER a guest of honor at a gala cocktail party given by the Honolulu Star-Bulletin in Honolulu February 17 ...

\* \* \*

APARTMENT WANTED: Foreign correspondent returning in April for three to five months, with family (wife and two) needs two-bedroom apartment. Best credentials. Call ARTHUR SETTEL at NBC, Circle 7-8300, Extension 8096.

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MAIL BAG: "The AFN (American Forces Network) sent me down to Rome on one of the most enviable Army assignments of all time: to interview Ava Gardner, Lauren Bacall, Gina Lollobrigida and Ingrid Bergman. Caught all of them, and the troops in Europe have been listening to some pretty intoxicating voices." Author of that creed is BILL SAFIRE, who grudgingly admits, "What with all the added responsibility of handling the above women, the Army made me a corporal." He also notes that an OPCer named ERWIN KNOLL was recently drafted into the Army; "I'm getting out next month--he can have my job."

EDWARD L. BERNAYS spoke February 26 before the Third Annual Institute for Public Relations Directors at the University of Kansas ... Other PR news: RALPH H. MAJOR, JR., has been promoted to Director of Public Relations for Batten, Barton, Durstine & Osborn, Inc.

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GENERAL SIR FRANK SIMPSON ) British General Sir Frank E.W. Simpson, G.B.E.,  
TO BE LAST LUNCHEON SPEAKER ) K.C.B., D.S.O., will be guest of the Overseas Press Club  
BEFORE PRESS CLUB BANQUET ) at a Toots Shor luncheon on Thursday, March 29, at 12:30  
PM. General Simpson, who served on both World Wars and  
was General Officer Commanding-in-Chief, Western Command, in the United Kingdom from 1948 to 1951, will be the last luncheon speaker before the Club prior to the March 29 Annual Dinner. Further details will be announced in next week's Bulletin.



## PAST PRESIDENTS

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JOHN DALY  
WILLIAM P. GRAY  
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FRANK KELLEY  
MICHAEL S. KIRTLAND  
HIS P. LOCHNER  
EUGENE LYONS  
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## ALTERNATES

SANFORD GRIFFITH

LEONARD SMITH

OVERSEAS PRESS CLUB BULLETIN

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## NEW MEMBERSHIP APPLICATIONS

## ACTIVE:

John Denson, managing editor, Newsweek Magazine. Foreign correspondent and foreign editor (in Europe and Orient) for Collier's Magazine, from June 1950 to July 1951. Proposed by MALCOLM MUIR, JR.; seconded by HARRY KERN.

James Kerney, Jr.; editor, Trenton Times Newspapers (New Jersey) since 1934. Herald News, Fall River, Mass. from 1929 to 1930; United Press, Washington Bureau in 1931, Newark Evening News in 1932. Proposed by JOSEPH WILLICOMBE, JR.; seconded by JOHN GOETTE.

## ASSOCIATE:

Robert Huston Wolfe, publisher, Columbus Dispatch, Columbus, Ohio. 30 years with Dispatch Printing Company, Columbus Dispatch and Ohio State Journal. Proposed by JOSEPH WILLICOMBE, JR.; seconded by JOHN GOETTE.

The Chairman of the Admissions Committee announces the election to membership in the Overseas Press Club of America of the following candidates:

## ACTIVE:

✓ H. CARLISLE ESTES, Life Magazine.

✓ MAXINE HARRISON, Worldover Press (Connecticut) and Hutchinson (Kansas) News-Herald.

## ASSOCIATE:

✓ DALE ARMSTRONG, public relations counsel, Executive Research, Inc.

✓ JOHN P. BRODERICK, public relations advertising consultant.

✓ LAWRENCE J. PHELAN, free lance.

✓ JOHN LOWELL PRATT, president, A.S. Barnes &amp; Company, Inc.

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RESERVATIONS POUR IN ) More than 200 reservations for the Overseas Press Club's  
FOR OPC ANNUAL DINNER ) Annual Awards Dinner on Monday, March 29, have already been  
BEFORE "OFFICIAL DATE") received by Club Headquarters. This is despite the notice in  
last week's Bulletin that requests for reservations should not  
be sent in before March 8. "While we were not officially ready to handle reservations,"  
said Dinner executive chairman PAT LOCHRIDGE HARTWELL, "this is a most encouraging sign  
and one which indicates a record attendance at the Dinner."

Meanwhile, plans were being rushed to produce a red-letter event for March 29 in the Grand Ballroom of the Waldorf Astoria Hotel. Conferences are being held currently with prospective guests speakers, and the Committee hopes to have a major announcement in the near future.

It was also pointed out by the Committee that the price for Dinner tickets are tax deductible, since the affair is held as a benefit for the Correspondents Fund and the Club.

In view of the surprising flood of reservations already under way, the Committee urges all Members to send in their checks as soon after March 8 as possible. Fee for one Member and one guest is \$10 each, while tickets for additional guests are \$15 each. Sponsors tables are available at \$25 per guest. Seating allocations will be made on a first-come-first-served basis as in the past.

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MARCH 29 IS LATER THAN YOU THINK; IT'S THIS MONTH. A FURTHER TIP NEEDED?



BALLOTS DISTRIBUTED) Ballots to elect winners of the Overseas Press Club's 1953  
FOR ANNUAL AWARDS ) Annual Awards went out last week from Club Headquarters to the  
more than 900 OPC members here and abroad. Deadline for return  
of the ballots, according to Awards Committee Chairman JOHN BARKHAM, is Monday, March 22.  
The Awards, engraved bronze plaques, will be presented winners at the Club's Annual  
Dinner on Monday, March 29.

The candidates and the categories for which they were nominated follow:

Best Consistent Reporting from Abroad --

Joseph and Stewart Alsop, New York Herald Tribune  
Alexander Campbell, Time magazine  
Drew Middleton, New York Times  
EDMUND STEVENS, Christian Science Monitor  
A.T. STEELE, New York Herald Tribune  
ROBERT TRUMBULL, New York Times

Best Consistent Radio Reporting From Abroad --

Frank Burgholzer, National Broadcasting Company  
John Rich, National Broadcasting Company  
DAVID SCHOENBRUN, Columbia Broadcasting System  
HOWARD K. SMITH, Columbia Broadcasting System

Best Consistent Television Presentation of Foreign News --

JOHN DALY, American Broadcasting Company  
DOUGLAS EDWARDS, Columbia Broadcasting System  
EDWARD R. MURROW, Columbia Broadcasting System  
John Cameron Swayze, National Broadcasting Company

Best Press Interpretation of Foreign News--

CARROLL BINDER, Minneapolis Tribune  
Joseph C. Harsh, Christian Science Monitor  
WALTER LIPPMANN, New York Herald Tribune  
William L. Ryan, Associated Press  
Ray Steinberg, Time  
Howard P. Whidden, Business Week

Best Radio Interpretation of Foreign Affairs --

Martin Agronsky, American Broadcasting Company  
ERWIN D. CANHAM, American Broadcasting Company  
Elmer Davis, American Broadcasting Company  
PAULINE FREDERICK, National Broadcasting Company  
H.V. KALTENBORN, National Broadcasting Company  
Eric Sevareid, Columbia Broadcasting System

Best Photographic Reporting from Abroad --

Dave Cicero, International News Photos  
Peter Hopkinson, March of Time  
Michael Rougier, Life Magazine  
Howard Sochurek, Life Magazine  
GARY STINDT, National Broadcasting Company

The George Polk Memorial Award for courage, integrity and enterprise above and beyond the call of duty, will not be awarded this year because of the lack of suitable candidates, the Awards Committee decided.

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ADELE NATHAN in Washington to attend the installation of the new Solicitor-General, Judge Simon Sobeloff from her hometown, Baltimore ... Present at the March 1 White House stag dinner given by President Eisenhower were Look editor GARDNER (Mike) COWLES and WHITELAW REID, editor of the New York Herald Tribune ... OPCers praising the remarkable drawing of the Congressional shooting match, by MILTON CANIFF in the New York Journal-American ...

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JIM BOYCE, assistant circulation manager of Time-Life International, off this week on a six-to-seven-week business trip to Peru, Ecuador, Bolivia, Colombia and Panama ... EDWARD (Brain-Washing) HUNTER gathering material for a new book, "The War for Man's Mind", which Farrar, Strauss & Young will publish ...

PLEASE DON'T FORGET TO SEND IN YOUR BALLOTS FOR THE ANNUAL AWARDS



After a La Quinta, Calif., vacation, BENNETT CERF this Sunday returns to his CBS-TV "What's My Line?" stint ... ROBERT DEINDORFER elected recording secretary of the Society of Magazine Writers ... CBS newscaster ALAN JACKSON on a news-gathering jaunt to the Far East ... LIN ROOT's "Can We Internationalize The Atom?" was featured in This Week mag February 21; it's a report on the only international unrestricted atom reactor in the world, a joint Norway-Netherland project operated since 1951 ...

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**POSITION WANTED:** OPCer with long years of experience as correspondent and editor, primarily in the area now behind the Iron Curtain, will be available for an appropriate position on or about April 1, preferably in or near New York. Contact Placement Committee Chairman, Overseas Press Club, 1475 Broadway.

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**WANT TO BE A LECTURER?)** How many OPC Members would like to break into the lecture field but need "captive audiences" willing to listen to them practice? Also, how many others are willing, as a public service, to speak on their pet subjects to meritorious organizations (charitable, educational, etc.) which have no budget for fees but would pay the speaker's expenses?

"Various groups in recent months have invited the OPC to supply a lecturer 'for free'", said Lecture Committee Chairman HAL LEHRMAN. "We should be glad to recommend Club Members as speakers, but it must be understood there is no fee involved."

Interested Members are asked to notify Club Headquarters, in writing, stating their lecture experience and topics or fields on which they feel qualified to speak.

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LAWRENCE SPIVAK's "Meet the Press" was telecast in color from New York recently, with Senator John F. Kennedy (D., Mass.) as guest. On the panel was the well-known Washington correspondent, MAY CRAIG of the Gannett Newspapers ... E.W. LOWER is director of CBS-TV News ... Mrs. JEFFERSON PATTERSON is in Sudan with her husband, who was appointed with the rank of ambassador to represent the United States at the opening of the new Sudanese parliament in Khartum. They will return late in March. (By JESSIE STEARNS).

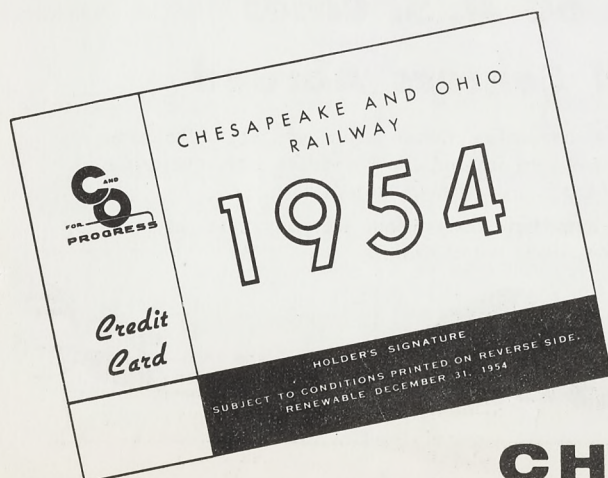
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It's "Commissioner" WEINTRAUB now! Full story: Pavelle Laboratories' LOUIS WEINTRAUB this week received a summons to a swearing-in ceremony on March 4 at which he was inducted as Honorary Deputy Commissioner of Borough Works of the City of New York. But can he fix a parking ticket? ... LEONARD S. SMITH is new director of public relations of the National Jewish Hospital of Denver, a non-sectarian pioneer in TB treatment and in research, education and rehabilitation of patients. LEN has already moved to Denver; his family follows shortly ...

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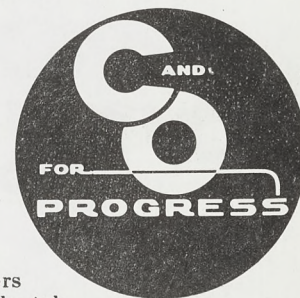
OH, YE OF LITTLE TIME; DON'T FORGET THE BULLETIN. (A POST CARD WILL DO.)

# Setting the pace!



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# CHESAPEAKE and OHIO RAILWAY



Vice President A. WILFRED MAY left this week for a trip through Europe and the Middle East, including Iran, Iraq, Lebanon, Syria, Egypt and Turkey, to make a survey of cold war results in the economic sphere. He'll visit OPCer JAMES WICK's Editors Tour en route ... Columbia Graduate Journalism School dean CARL W. ACKERMAN this week announced the 15-man composition of the Pulitzer Prize Journalism Juries which will pass on nominations for the 1954 Pulitzer Prizes; ACKERMAN said the advisory board has received the largest number of journalism nominees in the 37-year history of the Pulitzer awards ... J. NORMAN LODGE, former American Legion publicist and more recently in the Small Business Administration press office, has been named director of information for the U.S. Veterans Administration. Prior to his PR affiliations, LODGE was with the Associated Press ...

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JAMES L. WICK off on his latest "Editors' Tour of Europe" on February 24; group will visit Frankfurt, Berlin, Cologne, Bonn, Dusseldorf, Vienna, Belgrade, Athens, Istanbul, Teheran, Rome, Paris and London, and back in New York by March 28. The whole group will number 36 ... A plug for newspaper sports departments was given by Past President BOB CONSIDINE before the All-Coast Press Clinic at Seattle February 19.

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 O THE OPC BOOKSHELF O  
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("Breakthrough on the Color Front", by Lee Nichols, Random House). There is cause for rejoicing that this book could be written. It is a detailed record of the breakup of the Jim Crow traditions of the U.S. armed forces. Today Negro troops, sailors and airmen are treated without discrimination and are completely integrated. This is certainly the most important victory over race prejudice in this country of the century. The fact that it is not only accomplished but, as here reported, overwhelmingly successful, it should speed up the destruction of other road blocks to the certain end of racial discrimination in this country. (By DICKSON HARTWELL).

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Editor and Editorial Board Chairman: RALPH H. MAJOR, JR. Executive Editor: ROBERT L. DUNNE. Special Correspondents: BARBARA WACE (London); CURT L. HEYMANN (Paris); JOSEF ISRAELS II (Vienna); EDMUND STEVENS (Rome); GERHARD STINDT (Berlin); DAVID BOGUSLAV (Manila); MAX DESFOR, GREG MacGREGOR (Tokyo); JOHN WILHELM (Mexico City); JESSIE STEARNS (Washington); JOSEPH Q. RIZNIK (San Francisco).  
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